



Australian Government

**Department of Broadband,
Communications and the Digital Economy**

Dr Brian Croke
Executive Director
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Dear Dr Croke

We the undersigned are members of the Consultative Working Group on Cybersafety (CWG), which provides advice to Government on measures to protect Australian children from cybersafety risks including cyberbullying, exposure to illegal and inappropriate content and privacy breaches.

The CWG is a group that consists of a variety of industry, government, and community members, such as the Australian Communications and Media Authority, Australian Federal Police, Yahoo!7, Google, Facebook, the Australian Library and Information Association, and the Alannah and Madeline Foundation.

The CWG has over the past three years considered a range of cybersafety programs and initiatives. In recognition of the key role that schools play in educating children and young people about internet safety and security, and the contribution that effective education strategies make to fostering digital citizenship at the national level, we would like to bring to your attention the programs and initiatives listed below.

eSmart

The initiative was developed by the Alannah and Madeline Foundation, and is a cybersafety and wellbeing framework for primary and secondary schools promoting the smart, safe and responsible use of information and communication technologies. It provides links to relevant resources through an online portal, support for schools in implementing the framework, and an online system for tracking and reporting on progress through the framework. Schools that satisfy the requirements are acknowledged as 'eSmart' schools.

The Commonwealth Government provided \$3 million to pilot with 159 schools and evaluate nationally a comprehensive whole school and community approach to the issue. The pilot clearly demonstrated the ability of the eSmart system to achieve its objectives as well as receiving enthusiastic support from participating schools. It also recommended eSmart Schools as an effective and sustainable mechanism for implementing and satisfying most of the requirements of the National Safe Schools Framework.

As a result the Victorian and Queensland Governments have also partnered with the Foundation to make eSmart available to all their state government schools for free, and in Victoria, some independent and Catholic schools that are classified as disadvantaged.

Further information on eSmart can be viewed online at **www.esmartschools.org.au**.

Cybersmart website

The Australian Communications and Media Authority (the ACMA) has established a cybersafety website, **www.cybersmart.gov.au**, which provides practical help and advice to young people on cybersafety issues, including cyberbullying. It also provides links to an online helpline which provides advice on such issues.

The Cybersmart website features a “Schools Gateway” which provides a range of resources designed primarily for use in education facilities. These include games and units of work designed to reinforce key cybersafety messages to children with special education needs, resources to help teachers build comprehensive cybersafety programs for students from lower primary to upper secondary, and videos of children and young people talking about their use of online tools and services.

Complementing the Cybersmart website, the ACMA also offers ‘Cybersmart Outreach’. Outreach is a program that offers presentations and accredited workshops for teachers (including student teachers at university), students and parents. Teachers can also build on their Cybersmart knowledge by completing a series of Cybersmart e-learning modules targeted at teaching teachers about the cybersafety risks while offering strategies and resources to better manage them.

Cybersafety Help Button

The Cybersafety Help Button provides internet users, particularly children and young people, with a central access point for cybersafety advice and information, including counselling services, how to report abuse and educational resources to assist children deal with online risks including cyberbullying. The Help Button was developed in response to a recommendation from the government’s Youth Advisory Group on Cybersafety (YAG) – who sought a ‘one-stop-shop’ for coordinated cybersafety information and assistance.

The Department of Broadband, Communications and the Digital Economy (DBCDE) is currently liaising with education departments in all states and territories seeking their assistance to install the Help Button on their school networks, with all jurisdictions indicating their support for this resource. To date, the Queensland Department of Education and Training has installed the Help Button across their state-wide school network – approximately 177,000 computers, and the NSW Department of Education have agreed to install the Help Button across their fleet of Digital Education Revolution laptops (approximately 275,000) at the start of Term 1, 2012.

The Help Button is a free application that is suitable for PCs, Macs, mobile devices and browsers and is available from the department’s website at **www.dbcde.gov.au/helpbutton**.

Budd:e self learning educational package

The Budd:e cybersecurity education package was launched in June 2009 and is a key component of the Australian Government's commitment to raising cybersecurity and cybersafety awareness among school aged children.

Budd:e comprises modules for both primary and secondary school students. These modules are interactive and self learning and are designed to help students adopt secure online practices and behaviours in a fun way. Cybersecurity topics covered in the modules include malicious software, securing personal information online and social networking. The package has been sent to all primary and secondary schools in Australia. DBCDE recently contacted a range of schools across Australia and found that approximately 80 percent of these schools are using or intend to use the package. The package also includes resources for teachers.

Budd:e won the 2010 Australian Interactive Media Industry Association (AIMIA) award for best interactive media and digital content designed for children.

Easy Guide to Socialising Online

The Easy Guide to Socialising Online (the Guide) is a new interactive online resource that provides information about the cybersafety features of different social media sites. It includes easy-to-follow instructions on how to adjust privacy settings or report inappropriate content or block unwanted contact from other users.


The Guide is being developed in collaboration with the Internet Industry Association, the Interactive Games and Entertainment Association and industry representatives on the CWG, including Facebook, Google, Yahoo, Microsoft and ninemsn. CWG and YAG members are also providing feedback on the design and functionality of the Guide. The Guide will be launched early 2012, and will be accessible via the Cybersafety Help Button.

ThinkUKnow

ThinkUKnow Australia is a partnership between the Australian Federal Police (AFP), Microsoft Australia and ninemsn which aims to raise awareness among parents, carers and teachers of how young people are using technology, and how to help keep them safe online. The program involves face-to-face presentations delivered by trained volunteers from the AFP, Microsoft and ninemsn.

Volunteers are paired together to take advantage of both law enforcement and industry-specific skills and knowledge. The ThinkUKnow sessions are hosted at a school, usually during the evening, and run in a similar fashion to parent information nights. The presentations are free of charge, with participating schools only asked to provide a suitable venue with AV facilities and to help promote the event to their school community. Opportunities also exist for schools to receive a ThinkUKnow presentation via video-conferencing technology. Further information is available at **www.thinkuknow.org.au**.

We trust you will find these resources to be of interest and significant benefit to Australian schools. The CWG believes these programs would play a valuable role in educating children on the importance of participating online in a safe and responsible manner. If you would like any further information or guidance on any of these initiatives please contact the CWG Secretariat at **cwg@dbcde.gov.au**.

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Abul Rizvi

Mr Abul Rizvi
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On behalf of the following Commonwealth agencies:

Department of Broadband, Communications and the Digital Economy

Attorney-General's Department

Department of Families, Housing, Community Services and Indigenous Affairs

Australian Communications and Media Authority



Australian Government